Getting Ready for the first ENERGY STAR Products

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Northwest Energy Efficiency Alliance
July 11, 2008
DOE SSL Market Introduction Workshop

About NEEA

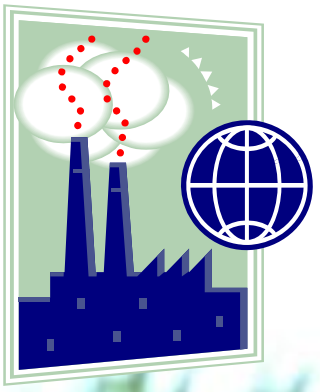
- **Four-State regional collaborative**
- **Board includes utilities, gov’ts and non-utility stakeholders**
- **Non-profit corporation**
- **Funded by NW Electric Utilities**

Getting Ready for ENERGY STAR SSL: Things to Consider

- What is the market need?
- Does SSL provide any advantage over current products (irrespective of efficiency)?
  - Control
  - Directionality/Dispersion
  - Color
- Who are the current market players, how will SSL interract?
- What are the economics for the end user?
- [Utility interest only] Will it add energy or save energy?

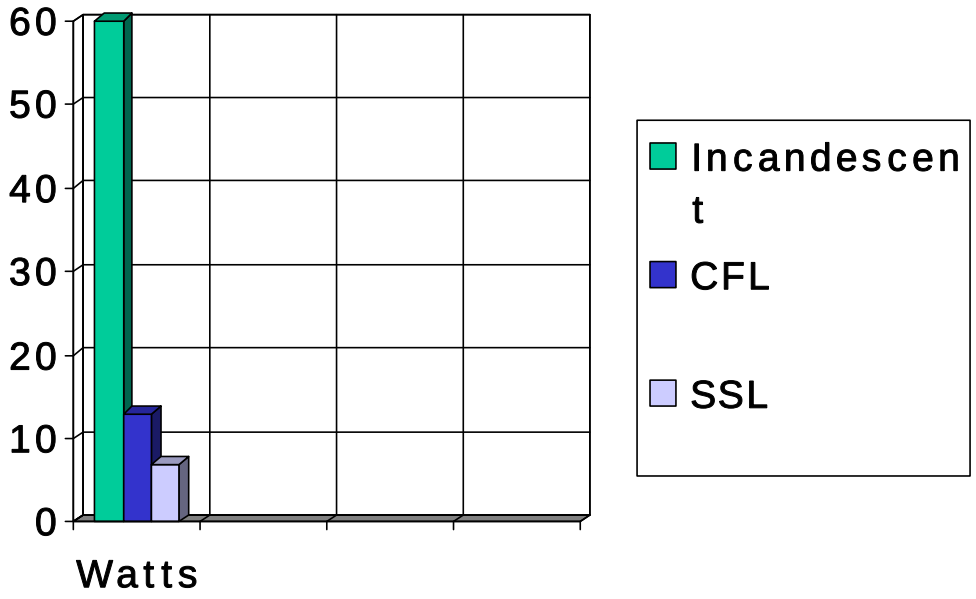
Getting Ready for the first ENERGY STAR Products

Or NOT, as the case may be.....



SSL, ENERGY STAR, Residential Lighting Markets

- First the basics: Does SSL make sense for this market?

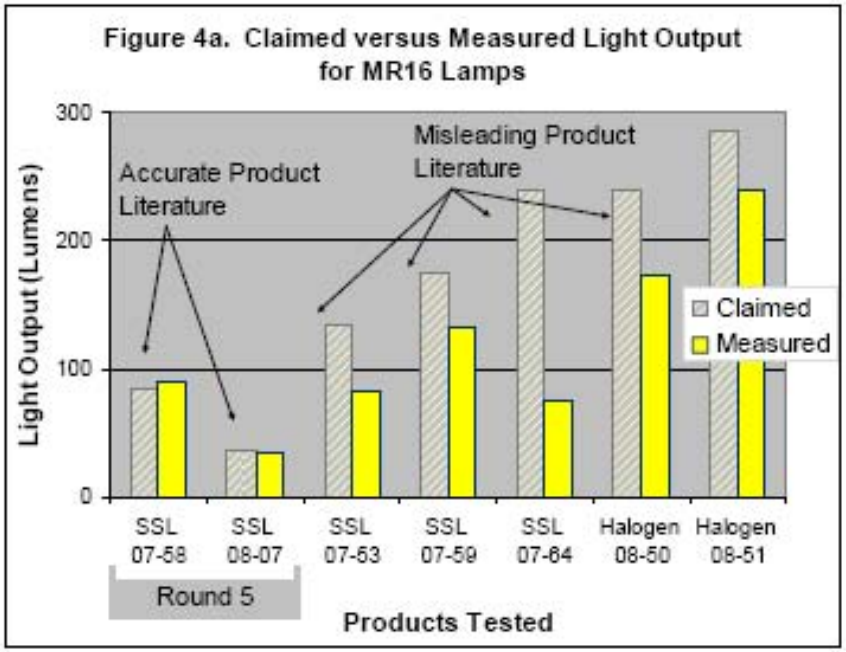


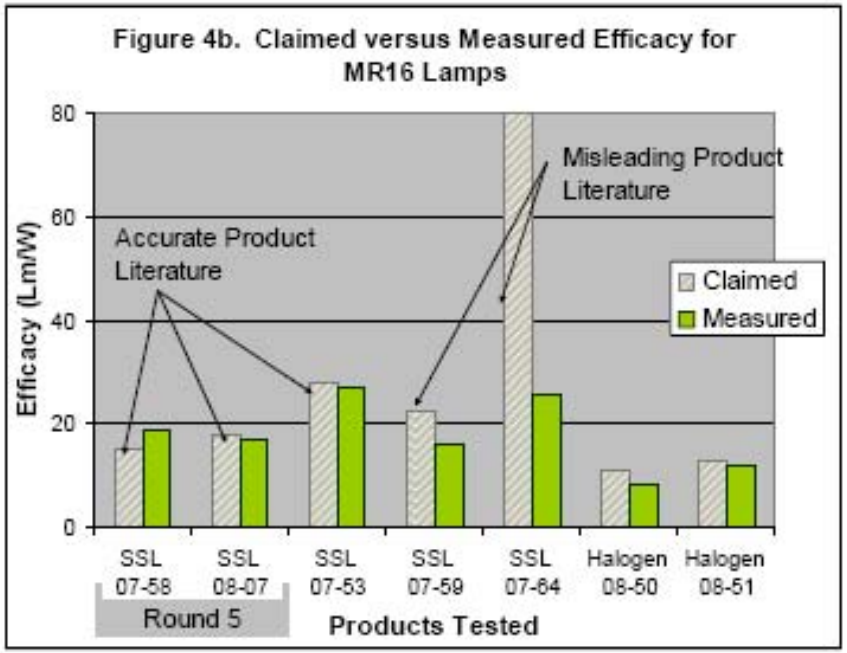
SSL, ENERGY STAR and Residential Lighting: RLF 4.2

- Recent Release of EPA RLF v4.2 in conflict with SSL v1.0
- Market confusion; open door for misleading advertising
- Breaks faith with responsible industry partners working through the process in SS v1.0

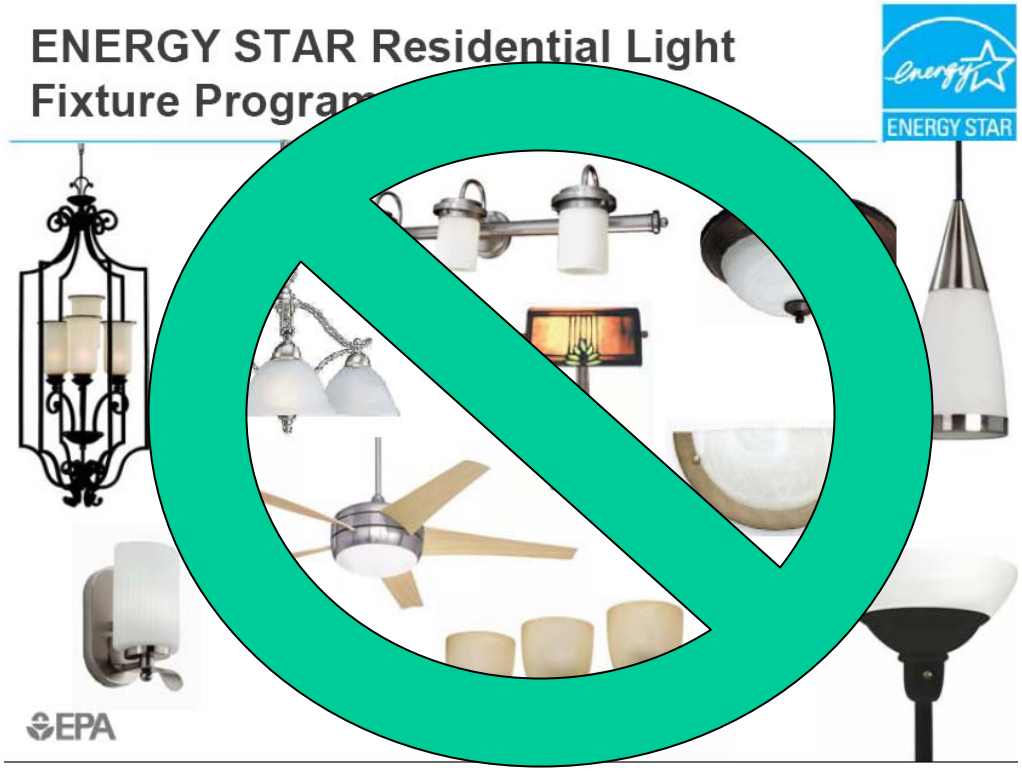
SSL and Residential Fixtures: Should we be worried?

- EPA RLF Program Boasts of more than 100 manufacturing partners and more than 12,000 qualifying SKUs.....

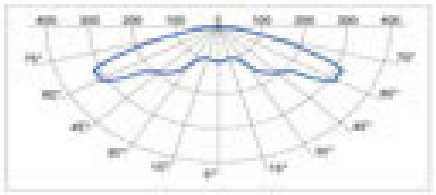


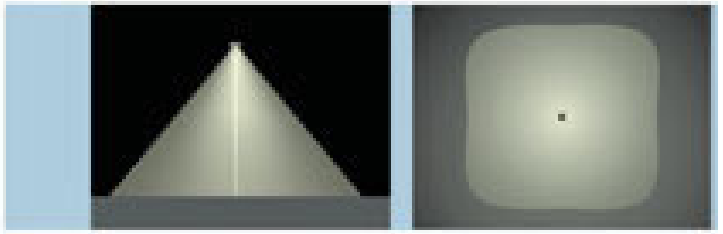


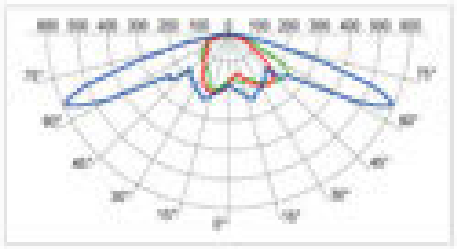
SSL, ENERGY STAR and Residential Fixtures:

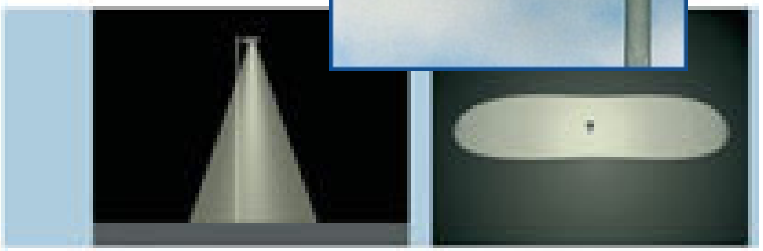


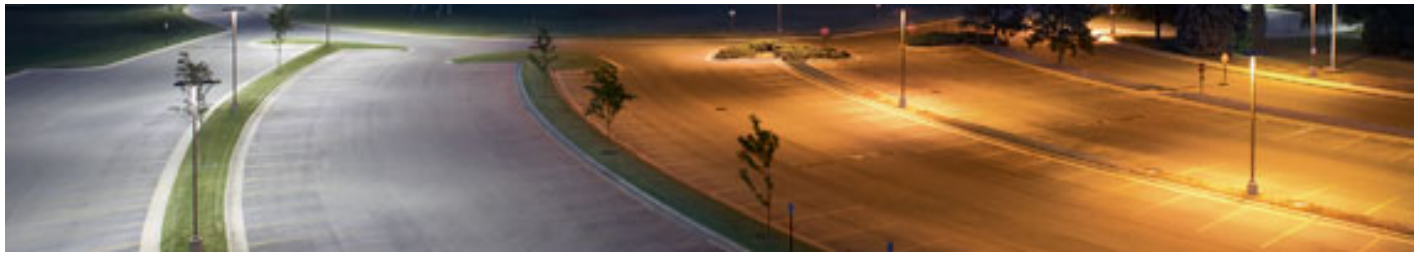
SSL, ENERGY STAR, Commercial Applications: Street/Area Lighting











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SSL, ENERGY STAR, Commercial Applications: Display Case Lighting

- First Examples in Grocery Store Cases

Getting Ready for ENERGY STAR SSL: Conclusions

- Do not incent residential market for now; wait until spec confusion settles down and legitimate 3rd party testing for Q/A is required. (PEARL SSL)
- Don't make SSL try to re-create general lighting applications (at least until OLEDs arrive)
- Focus on incenting applications that make sense because of the unique properties of SSL
- Best near-term opportunities may be in Street and Area lighting/Display Case lighting
- Don't incent anything that would actually add load! (Apologies to Color Kinetics)